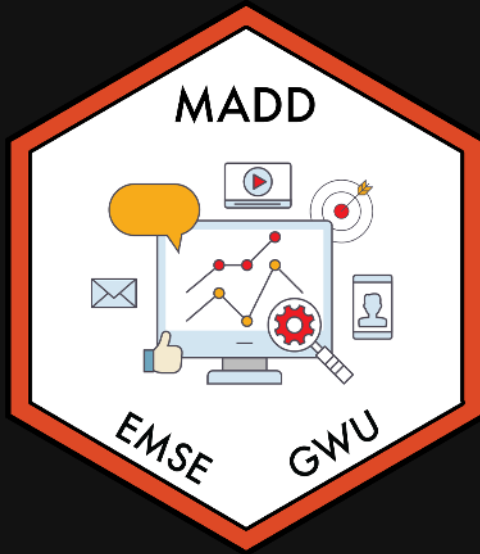




Week 5: *Intro to surveydown*

 EMSE 6035: Marketing Analytics for Design Decisions

 John Paul Helveston

 September 24, 2025

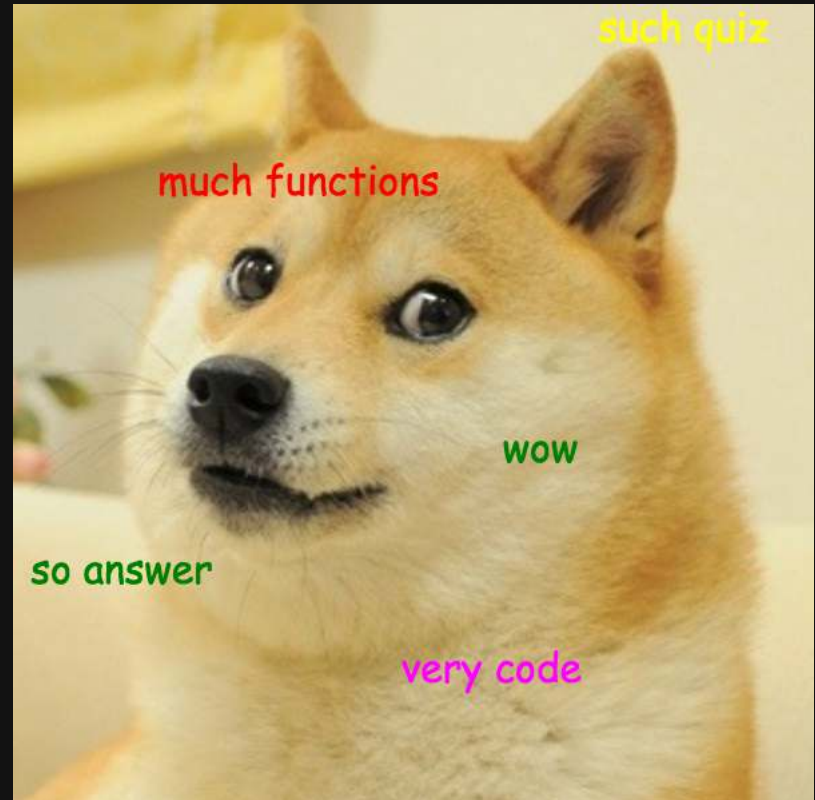
Quiz 1

12:00

Write your name on the quiz!

Rules:

- Work alone; no outside help of any kind is allowed.
- No calculators, no notes, no books, no computers, no phones.



Week 5: *Intro to surveydown*

1. surveydown basics

BREAK

2. Conjoint survey components

Week 5: *Intro to surveydown*

1. *surveydown* basics

BREAK

2. Conjoint survey components

Follow along with
[this workshop](#) on surveydown

Week 5: *Intro to surveydown*

1. surveydown basics

BREAK

2. Conjoint survey components

3 Parts

- **Part 1:** Intro
- **Part 2:** Conjoint questions
- **Part 3:** Other / demographic questions

3 Parts

- **Part 1:** Intro --> screen for target population
- **Part 2:** Conjoint questions --> screen for random answers
- **Part 3:** Other / demographic questions

Think of your survey as a *conversation*

- Include "transition" pages (e.g. Great job! Now we'll ask you about...)

Part 1: Intro

Start with a welcome page

Welcome!

Thank you for participating in this survey. With your responses, we are looking forward to understanding your perspective as a consumer. This research is part of an effort from the George Washington University.

A blue rectangular button with rounded corners, containing a white double arrow symbol (>>) pointing to the right.

Consent form

This survey is being conducted by students at the George Washington University. We will not be collecting any identifying data such as your name or address. The whole survey will take approximately 10 to 15 minutes to complete. Your participation is voluntary and you may stop the survey at any time.

If you would like to participate, please answer the following questions:

I am age 18 or older

Yes	☐
-----	-----------------------

No	☐
----	-----------------------

I have read and understand the above information

Yes	☐
-----	-----------------------

No	☐
----	-----------------------

Eligibility questions: who is your target population?

Filter out respondents here

Are you in the market for a car?

No

☐

Yes, and I plan to buy one in the next few months

☐

Yes, and I plan to buy one in within the next year

☐

>>

Part 2: Conjoint questions

Education information

In this survey, we are going to ask you about your preferences for the following vehicle attributes:

- Price
- Fuel Economy
- Acceleration Time
- Powertrain

But before we ask you any question, let's learn a little bit more about each of these attributes.

Education information

Price is the final price you will pay for the vehicle you are buying
(including all taxes and fees)



>>

POWERTRAIN

The type of engine in the vehicle

Gasoline



Gasoline engine vehicle.

Electric



Electric motor vehicle.
Must be plugged into an
electrical outlet to be
refueled. (6 – 10 hours to
fully charge).

Can be helpful to provide relative comparisons

Weight:

- 1/2 lbs (similar to 1 cup water)
- 8 lbs (similar to 1 gallon of milk)

Conjoint intro

In the next few pages, we will show you options of different vehicles and we'll ask you to select which you would choose.

Let's try a practice question - on the next page, click the round button under the option you most prefer.



Practice conjoint (also attention check)

May also filter out respondents here

	Choice 1	Choice 2	Choice 3
Price	20	15	25
Fuel Economy	20	30	15
Acceleration Time	7	6	8
Powertrain			
	☐	☐	☐

Transition to actual conjoint questions

Nice work!
Now let's begin the choice tasks.
You will be asked four choice questions in total

>>

Conjoint questions

May also filter out respondents at the end

(e.g. chose all same answers)

(1 of 4) Choose your preferred option from the choices below:

	Choice 1	Choice 2	Choice 3	None
Price	25	25	15	None of these options
Fuel Economy	30	25	25	
Acceleration Time	8	7	7	
Powertrain				
	☐	☐	☐	☐

>>

Part 3: Other / demographic questions

Transition

Almost done!

We'd like to ask just a few more questions about you.

A blue rectangular button with rounded corners and a thin white border, containing the white text '>>'.

Critical respondent information

How many vehicles does your household currently own?

>>

Demographic / other questions

What is your age?

What is your total annual household income?

What is your gender?

Which of the following best describes your highest achieved education level?

Finale

We thank you for your time spent taking this survey.
Your response has been recorded.

[Blog post on conjoint in surveydown](#)

[Project survey plan](#)

Sign up for meeting slot next week
(link in #project channel)